

## ABSTRACT

The system of the present invention provides systems and methods for selling goods and services on, over, through, and in conjunction with the Internet. The system receives session (clickstream) information on a customer's website session  
5 from the enterprise's website and may also receive customer information on the customer from the enterprise's CRM or eCRM system. The session information referred to comprises the goods or services the customer is searching and metadata about such search and the relevant products, such as the surfing pattern itself. The system determines from the received information, based on the interaction between  
10 matching rules created using the system by the enterprise and the system's matching engine, whether the customer is a candidate for assistance from a sales associate. The system creates and indexes information on available sales associates and their performance, selling capabilities and product expertise. The system further matches the customer with at least one sales associate, ideally the most appropriate sales  
15 associate, based on the customer, session, and sales profile associate information, and facilitates communication between the sales associate and the customer. Additionally, the system provides information on the customer, products or services the customer is interested in, and the collateral sales materials (both internal and external to the enterprise) and selling techniques to the sales associate based on the  
20 particular sales opportunity. The system facilitates communication between the sales associate and the customer on the basis of chat, voice over IP, email and the public switched telephone network, including the concept of bridging a chat session into a

PSTN conference call during which call the sales associate and customer maintain a co-browsing session with regard to the opportunity over the Internet.

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